



WATER



**VIOLET EYEWEAR
UNIVERSITY**

DIGITAL MARKETING

**VIOLET EYEWEAR
DECODED**

UNLOCK THE POWER OF VISION



**"THE EXPERT'S GUIDE TO
MARKETING YOUR BUSINESS"**

DON'T BE THE BEST KEPT SECRET

Marketing is like water for a business. Without it, it is very hard to grow. Marketing lets your customers know that you are in business, what you sell, and how they can get it. The good thing is that you can't overwater your Violet Eyewear Business. Make sure to use various ways to market your business. Consistency is key, water daily.

A video thumbnail for Violet Eyewear University. The background is split diagonally from the top right corner, with a light blue textured left side and a solid dark blue right side. On the left, the Violet Eyewear University logo (a circular geometric pattern) is above the text 'VIOLET EYEWEAR UNIVERSITY' in white. Below this, the words 'MARKETING TO GROW' are written in large, bold, blue letters. At the bottom left, there is a small white icon of a watering can. In the center, a woman with short dark hair, wearing glasses, a pearl necklace, and a grey blazer, is smiling and sitting at a desk with a laptop. On the bottom right, the text 'DR. SYLVIA JONES CEO & FOUNDER' is written in white.

**VIOLET EYEWEAR
UNIVERSITY**

**MARKETING
TO GROW**

WATER: LESSON ONE

**DR. SYLVIA JONES
CEO & FOUNDER**

click here to watch video: <https://youtu.be/chiA3xk8WZ4>



MARKETING: CONSISTENCY IS KEY

MARKETING YOUR BUSINESS IS SIMPLY, MAKING OTHERS AWARE OF THE FEATURES AND BENEFITS OF YOUR EYEWEAR BUSINESS. THE PRODUCTS, THE HOST REWARDS, AND THE BUSINESS OPPORTUNITY.

CONSISTENT MARKETING IS IMPORTANT, BECAUSE IT ALLOWS YOU TO BOTH INCREASE AND MAINTAIN YOUR CUSTOMERS. IN TODAY'S LESSON YOU CAN START TO WORK ON YOUR MARKETING PLAN.

AS YOU WORK TO DEVELOP YOUR MARKETING PLAN, HERE ARE 10 WAYS TO MARKET YOUR VIOLET EYEWEAR BUSINESS. PICK AND CHOOSE THE TOP 3 OR 4 THAT YOU WILL INCORPORATE INTO YOUR MARKETING STRATEGY.



WATER: DAY 4

OBJECTIVES

Reveiw the 10 Ways to Market
Your Business



Review Social Media Gallery



Create your Violet Marketing
Plan



10 WAYS MARKET YOUR BUSINESS

1. Host Parties



The Violet Experience is the best way to find customers and hosts.

3. Vendor Fairs/Expos



Attend as a vendor or as a guest. Engage with and meet new people collect contact information. Follow-Up.

5. Content Marketing



Write a blog, do a podcast, facebook live. Promote your business in the content.

7. Ask for Referrals



Ask your customers, hosts, and friends if they know someone who would benefit from Violet Eyewear.

9. Out and About



At the grocery store, mall or PTA meeting, all are great places to share the vision of Violet and fill your calendar.

2. Social Media



Engage in groups and friend new leads. Grow new relationship with CPR: Comment, Post, and Respond.

4. Networking Groups



Join a networking group, or visit a few meetings. Great way to meet people

6. Cross Promotion



Work with others to do an event together, an interview, or other collaboration. Increase your marketing reach.

8. Email Marketing



Add contacts to your email list, send emails to promote your business, and generate leads.

10. 3-7 Contacts a Day



Once you get a lead contact them asap and follow up. The more people you contact the faster your business will grow.



**FILL
YOUR
CALENDAR
WITH
LEADS**

50 CANVA TEMPLATES SOCIAL MEDIA GALLERY



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DATE:

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VIOLET EYEWEAR

AMBASSADOR NAME:

WHAT IS YOUR WHY?:

MONTHLY INCOME GOALS?:

OF EXPERIENCES NEEDED
TO REACH GOAL?3 TOP MARKETING
ACTIVITIES:HOW OFTEN WILL YOU
DO YOUR CHOSEN
MARKETING ACTIVITIESWHAT IS THE GOAL OF
EACH MARKETING
ACTIVITYHOW OFTEN WILL
YOU EVALUATE THE
EFFECTIVENESS OF
THE MARKET
ACTIVITYBUSINESS
MARKETING NOTES:

GO EVERY WEAR™